



TOGETHER WE CAN DO IT!



Grant Application
2008–2009

Community Coalition

Apply for awards totaling up to \$10,000 to reduce underage drinking in your community!

In an effort to reduce underage drinking throughout the Commonwealth, the Virginia Department of Alcoholic Beverage Control (ABC) is offering grants up to \$10,000.

**GRANTS UP TO
\$10,000**

The Community Coalition Grant is offered annually to support collaboration between local businesses, community organizations and state agencies, as they strive to promote zero tolerance for underage alcohol consumption through the use of prevention initiatives that focus on environmental, educational and information dissemination strategies in their respective communities. Funding for these grants is made possible through a federal grant from the Office of Juvenile Justice and Delinquency Prevention (OJJDP).

Applications must be submitted by 5 p.m. on Friday, June 6, 2008.

All grants will be awarded by July 11, 2008. The grant cycle runs from July 2008 through May 2009. Virginia's local and state agencies, police departments, schools and 501C(3) non-profit community organizations are eligible to apply. Applicants are encouraged to involve their local ABC special agents, local law enforcement officers, local attorneys, judges, educators, licensees, state agencies, medical personnel and service organizations.

BETTER TOGETHER!



TOGETHER WE CAN DO IT!

What Is a Coalition?

A coalition is a committed, action-oriented group of individuals and/or organizations, in a community that works collectively toward a common goal on an ongoing basis. Coalitions share in the decision-making and allocation of resources. A coalition encourages collaboration between the community and key stakeholders to establish policies and programs that will benefit the entire community. These policies and programs will improve the social, cultural, economic and legal environments of underage youth to reduce the rate of high-risk and underage drinking.

Grant Priorities

Grant applications must:

- Establish a new or expand on an existing community coalition or partnership. The coalition should include key stakeholders who have an impact on the development and implementation of state or local policies, programs that reduce or prevent high-risk drinking and programs that prevent underage drinking among youth.
- Promote Virginia laws through the coalition to deter or reduce the purchase, possession, use and sale of alcohol to underage individuals.
- Focus on environmental prevention strategies to alter community mindsets and behaviors.
- Use education and prevention strategies to deter legal-age providers from supplying alcohol to underage individuals.

Grant applications may include, but are not limited to:

- Community involvement projects for the prevention of tragedies associated with underage drinking.
- Educational projects to create or reproduce materials related to the prevention of underage alcohol use and abuse.
- Enforcement projects that increase the role of law enforcement officers to deter use, purchase, possession, and/or sale of alcohol to underage youth. The coalition must demonstrate a collaborative partnership between the coalition and local law enforcement.
- Parental involvement projects to increase awareness among parents on the extent, effects and consequences of underage drinking. If parents are the target audience for one or more initiatives, parents must be a part of the coalition and this must be demonstrated in the application.



Community
Coalition

COMMITMENT TO CHANGE!

Completing the Application

► The Organization

The primary organization, (e.g., school, organization, not-for-profit group, etc.) will play the role of project leadership. The organization's federal tax ID number will be needed to process grant awards. The award checks will be made out to the organization named on the application. If the applying organization will not receive the funding, the name of the organization and the contact person who will be fiscally responsible needs to be specified.

Project Administration

The project coordinator listed will be ABC's contact for the project. The project coordinator must be closely involved with all aspects of the project through its duration. He/she should be an administrator employed by or accountable to the primary organization. It is imperative the project coordinator is accessible by phone and e-mail. This individual will receive notification letters and any additional requests from ABC. If the project coordinator changes during the grant cycle, it is his/her responsibility to notify ABC immediately.

APPLICATION FORMATTING DIRECTIONS [5 POINTS]

- Follow the written guidelines.
- Type applications using 12-point type and 1-inch margins.
- Number each page.
- Use the identical specified headings listed below.
- Provide thorough information in each requested section.
- Submit one original and four unbound copies of the grant application and proposal.
- Do not exceed 10 pages. This does not include letters of recommendation. (Do not attach appendix.)

PROJECT DESCRIPTION [75 POINTS]

The description of the project and plans for spending the funds should be well documented.

Summary of Current Prevention Efforts [10 points] (This summary should not exceed one page.)

Describe current alcohol prevention efforts underway in the community and through this coalition. (Repeat grant submissions must include an introduction detailing initiatives through past ABC grants to date.) Show collaboration among agencies and organizations, how the community is using environmental prevention strategies and how this grant will enhance those strategies.

Executive Summary [5 points] (This summary should explain in one page the proposal of the grant.)

Include a brief summary of **needs, goal(s)** of this grant, key **activities** proposed, desired **outcomes** and **evaluations**.

Goals, Objectives and Strategies [20 points]

State the goal(s), objective(s) and strategies of the proposed initiative in measurable terms using the following components:

1. Identify the target audience (who).
2. Identify the issue or problem that will be addressed (what).
3. After each objective, identify the strategies that will be implemented to accomplish each goal and objective (how), indicating start and completion dates for each strategy within the grant timeframe, July 2008 to May 29, 2009 (when).
4. Identify expected behavior change(s) and measurable outcome(s) that will be achieved for each goal and objective (what will change, to what degree/how much it will change and how it will be measured).

Plan for Continuation [5 points]

Outline a detailed plan for continuation of the project after the grant funding has ended.

Additional Funding [5 points]

Identify other related funding which has been or will be received by the coalition. Describe how programs and activities supported by those funds will be coordinated with the programs and activities proposed in this application. New coalitions must identify any other expected funding sources.

Project Timeline—Attachment A [10 points]

The timeline should be a separate component of the grant application. It should be inclusive of every goal, objective and the strategies for each. Include action steps, resources needed, responsible person for each task and the date each task is to be started and completed. Evaluations should also be referenced in the timeline.

Evaluation—Attachment B [20 points]

Describe the evaluation plan for the goals of the grant. The plan should include both qualitative and quantitative measures of evaluation. The outcomes of the grant proposal are to be clear. Include a brief description of all evaluation instruments. Evaluation components must also be included in the time line.

BUDGET

Each applicant may apply for awards up to \$10,000.

Itemized Budget and Budget Justification—Attachment C [20 points]

Provide an itemized list of expenses and a brief justification of each expense to be incurred for each strategy or activity. All items listed in the budget **MUST** be documented in the grant initiatives/project description.

Budget items may include, but are not limited to: instructional materials and supplies, media materials, marketing items, refreshments, printing, postage and overtime for law enforcement. The grant **does not cover** pre- or post-prom parties, give-aways, graduation parties, operating expenses, equipment, personnel salaries or consultant fees, or general conference attendance expenditures.

Due to limited funds, ABC reserves the right to partially fund some proposals.

LETTERS OF SUPPORT—ATTACHMENT D [10 POINTS]

Five original letters of commitment and support **that vary in content** from coalition partners (e.g., citizens, supervisors, senior administrators and project partners) must be included in the grant proposal. The letters should demonstrate how the partners or supporters would actively contribute to and/or participate in the grant activities. The letters must come from a variety of supporters within the community.

SIGNATURE

The applying coalition/organization will serve as the fiscal agent and therefore accepts fiscal responsibility for the funded project. The lead coalition/organization should review the application and sign on behalf of the coalition/organization. The project coordinator's signature is also required. If the project coordinator leaves the coalition for any reason, the chief executive officer of the applying organization will be held responsible for carrying out the remainder of the grant activities.

GRANT APPLICATION SUBMISSION

Applicants must submit one original and four unbound copies of the grant application.

ABC must receive applications by 5 p.m. on June 6, 2008. The application deadline date is the date the application must be received, not the postmarked date. Late submissions are ineligible for funding.

Applications **will not** be accepted by facsimile or e-mail.

ABC reserves the right to deny funding to current or previous grantees who have not followed guidelines or procedures within the current or previous grant agreement(s).

Send application to:

Virginia ABC
Education Section
Community Coalition Grant Application
2901 Hermitage Road
Richmond, Virginia 23220
Phone: (804) 213-4688

GRANT PROPOSAL EVALUATION

Program proposals will be evaluated on the following criteria, in no particular order:

- Innovative and creative ideas.
- Expected number of people reached.
- Demonstrated global community effort.
- Link/partnership between local law enforcement and the coalition/community in combating underage drinking.
- Extent to which the program addresses community need for underage alcohol prevention.
- Evaluation is vital to the proposal explaining what will be done and how it will be measured. Mechanisms must be established within the plan to ensure effectiveness and accountability.
- Demonstration of group's readiness to start or expand a coalition.
- Strong evidence of coalition members' support (if the project is already funded, evidence that the existing group meets on a regular basis, or that a new group has already agreed to convene will be vital in determining assignment of resources).
- Repeat grant submissions will be evaluated on progress made in previous grant cycles (special attention will be paid to whether reports have been received complete and/or on time).
- Proposals will be viewed more favorably if the proposals demonstrate that various youth alcohol prevention/risk-reduction programs and activities are being well coordinated in the community.

COMMITMENT TO CHANGE ▶▶▶

REQUIREMENTS IF FUNDED

- After receipt of award, the grantee will receive the first of two installments of the awarded budget. The second installment will be awarded after receipt, review and approval of the first progress report and required performance measures, which are due on **December 5, 2008**. ABC reserves the right to delay or deny awarding the remaining funds if the progress report and performance measures are incomplete or unacceptable.
- After the awarding of funds, any program and/or budget change(s) **must** be submitted in writing to the ABC education coordinator for approval.
- Attendance at additional ABC-offered trainings.
- All materials, which may be produced through this grant, must be reviewed and approved by ABC before any final printing occurs.

REPORTS

All reports and required performance measures will need to be formatted according to ABC's requirements. This will be furnished to the grantee upon the awarding of the grant. It is imperative that the grantee follow ABC's reporting format. Failure to follow the format or tardy reports may hinder future funding opportunities.

The Progress Report and Performance Measures are due to VA ABC Education Section by December 5, 2008.

The Final Report and Performance Measures are due to VA ABC Education Section by June 12, 2009.

Two copies of all materials created, directly or indirectly, through this grant (press releases, news articles, brochures, posters, photos, etc.) are to be included with the progress and final reports.

TIMELINE

June 6, 2008	Applications due to Education Section by 5 p.m.
July 11, 2008	Grant award letters mailed.
December 5, 2008	Progress reports and performance measures due to Education Section by 5 p.m.
May 29, 2009	Grant project ends. (All funding must be expended.)
June 12, 2009	Final reports and performance measures due to Education Section by 5 p.m.

UNITE



ENGAGE YOUTH



CREATE SOLUTIONS





2008–2009 Grant Application

Grants are available up to \$10,000. When completing this form, refer to the section “Completing the Application” for detailed instructions. Faxes and e-mails will not be accepted for the submission of grant applications.

THE ORGANIZATION

Applicant organization: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Federal tax identification no.: _____

PROJECT ADMINISTRATION

Project coordinator: _____
Title: _____
Address: _____
City: _____ State: _____ Zip: _____
Daytime phone / fax: _____ E-mail address: _____

PROJECT DESCRIPTION

Project title: _____
Project start date: _____ Project completion date: _____
Project focus (*please check all the boxes that apply*): ☐ Education ☐ Enforcement ☐ Community involvement
☐ Parent involvement ☐ Youth initiative ☐ Other: _____

BUDGET

Amount requested from VA ABC: \$ _____
Income from other sources. Cash: \$ _____ Other donations: _____

LETTERS OF SUPPORT

(Please attach five original letters of support from different offices, agencies or organizations.)

SIGNATURES

Project coordinator: _____ Date: _____
Name (*please print*): _____
Chief executive officer of the applicant organization: _____ Date: _____
Name (*please print*): _____

The best way to ensure you have the latest information about the Virginia Department of Alcoholic Beverage Control is to visit our Web site at www.abc.virginia.gov. You may also contact us directly at:

ABC Education Section
2901 Hermitage Road
Richmond, Virginia 23220
Phone: (804) 213-4688
Fax: (804) 213-4457
E-mail: education@abc.virginia.gov